

# 5 REASONS

# WHY HPP IS ESSENTIAL TO RETAILERS

A 2017 Survey by Universal Pure

## FRESHNESS IS KEY

85%

of retailers say they have been affected by **consumer demand** for fresh foods & beverages

2 out of 3

retailers indicated they are stocking more **fresh & refrigerated** products



## CONSUMERS WANT BETTER-FOR-YOU FOODS

1/2

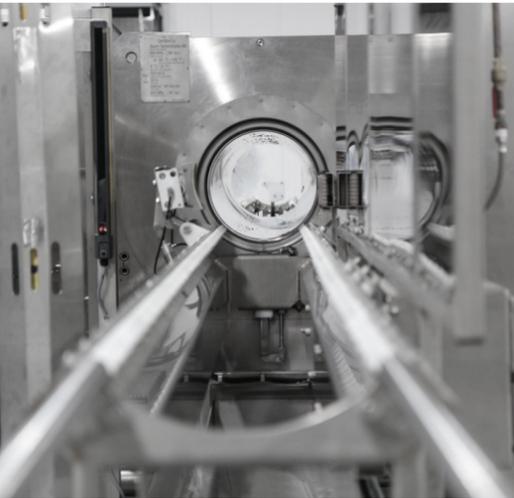
of North Americans **prefer foods** without added preservatives, flavoring, and color\*

Trend of the Year:  
**CLEAN LABEL**

26%

of retailers say **eliminating preservatives** is valuable to their consumers

\*Nielson Global Consumer Survey; Food Business News



## FOOD QUALITY REMAINS IMPORTANT

Two Thirds

of retailers believe HPP has a **better impact on food quality** compared to other methods

With HPP, food is packaged at its  **freshest state**, and the HPP process retains nutritional value, vitamins, nutrients and **natural flavor**

## SERIOUS ABOUT FOOD SAFETY

59%

of retailers rate HPP's impact on **food safety** as better than other processing methods

HPP exerts **87,000** psi of pressure on products, **inactivating** pathogens, molds and yeasts

HPP water pressure is **5x stronger** than the pressure at the bottom of the ocean



## EXTENDED SHELF LIFE ADDS VALUE

96%

of retailers are **more likely to purchase** a product with longer shelf life because it:

- reduces waste
- extends value for customers
- allows sourcing from greater distances

HPP extends shelf life



2-10x